

AMENDMENTS TO THE CLAIMS

1-14 (Canceled)

15. (Previously presented) An article of manufacture, comprising:
a machine-readable medium having stored thereon machine-readable instructions to:
correlate different sets of information to determine whether to provide a promotion;
if the promotion is to be provided, combine the promotion with a broadcast segment
provided via an interactive video casting system; and
process a command sent from a user input device to apply an element of the promotion to a
transaction conductable via the interactive video casting system; wherein
the different sets of information include a first set of product data and a second set of
broadcast segment data;
wherein the command comprises a first command, the machine-readable medium further
including instructions stored thereon to:
compare a user's current transaction conducted via the broadcast segment to promotion
information stored in a storage unit associated with the user, the promotion information
corresponding to at least one promotion previously provided to the user;
if the at least one promotion corresponding to promotion information stored in the user's
storage unit is applicable to the user's current transaction, provide all applicable promotions to the
user;
process a second command sent from the user input device to apply at least one of the
provided promotions to the user's current transaction; and
remove information related to the applied at least one promotion from the storage unit.

16. (Canceled)

17. (Original) The article of manufacture of claim 15 wherein the element of the promotion
comprises a credit, the machine-readable medium further having instructions stored thereon to, in

18-25 (Canceled)

wherein the different sets comprise a first set of product data and a second set of broadcast segment data and a calendar of the user and the promotion, and the processor is capable to determine whether to provide the promotion based on correlation of the first and second sets and based on correlation of the promotion with a calendar entry in the user's calendar, and the processor is capable to display the promotion together with the calendar entry to the user.

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the server is coupled to store data related to the promotion in a first storage location coupled to the client terminal or in a second storage location at a head-end of the interactive video casting network; and

the processor is further capable to apply the promotion to a transaction in response to a command received from the client terminal via the communication interface to initiate the transaction.

28-30 (Canceled)

31. (Previously presented) A method for providing targeted promotions via an interactive video casting system, the method comprising:

correlating information from a plurality of merchants with data on usage of the interactive video casting system by a viewer and with a calendar of the user to determine a promotion to provide to the viewer with a matching entry from the user's calendar;

providing information related to the promotion to the viewer together with the matching entry from the user's calendar by way of at least one portal of the interactive video casting system; and

processing a command sent from a viewer input device in response to the information to initiate a transaction related to the promotion;

wherein the product data comprises data indicative of at least one of, date, time, season, or merchant product volume information.

32. (Previously Presented) The method of claim 31 wherein the at least one portal comprises at least one of an interactive television portal, a computer portal, or a mobile device portal.

33-34 (Canceled)

35. (Previously Presented) The article of manufacture of Claim 15 wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

36. (Previously Presented) The server of Claim 19, wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

37. (Previously Presented) The system of Claim 26, wherein the product data comprises data indicative of at least one of date, time, season, or merchant product volume information.

38. (Previously Presented) The server of Claim 19, wherein the processor is capable to:
compare a user's current transaction to promotion information stored in the storage unit, the promotion information corresponding to at least one promotion previously provided to the user;
if the at least one promotion corresponding to promotion information stored in the user's storage unit is applicable to the user's current transaction, provide all applicable promotions to the user;
receive a command to apply at least one of the provided promotions to the user's current transaction; and
remove information related to the applied at least one promotion from the storage unit.

39. (Previously Presented) The system of Claim 26, wherein the processor is capable to:
compare a user's current transaction to promotion information stored in the storage unit, the promotion information corresponding to at least one promotion previously provided to the user;
if the at least one promotion corresponding to promotion information stored in the storage unit is applicable to the user's current transaction, provide all applicable promotions to the user via the client terminal;
receive a command to apply at least one of the provided promotions to the user's current transaction; and
remove information related to the applied at least one promotion from the storage unit.

40. (Previously Presented) The method of Claim 31, comprising:
comparing the transaction to promotion information corresponding to at least one promotion previously provided to the viewer;
if the at least one promotion previously provided to the user is applicable to the transaction, providing all applicable promotions to the viewer; and
receiving a command sent from the viewer input device to apply at least one of the provided promotions to the transaction.

41. (Previously Presented) The article of manufacture of Claim 15, wherein the machine-readable medium comprises instructions to correlate the promotion with a calendar entry in a calendar of a user, and display the promotion together with the calendar entry.

42. (Previously Presented) The server of Claim 19, wherein the processor is capable to correlate the promotion with a calendar entry in a calendar of a user, and display the promotion together with the calendar entry.

43-44 (Canceled)